

FITCHBURG SENIOR
APARTMENTS
FITCHBURG, WISCONSIN

E. J. P L E S K O
—
& ASSOCIATES, INC.



PRE-APPLICATION PROJECT INFORMATION

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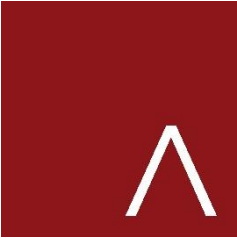
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PROJECT LOCATION & GENERAL DESCRIPTION

The Fitchburg Senior Apartments will be a quality residential community serving the increased demand for senior housing in the Fitchburg area over the next five years and beyond. It will be located on a 2.956 acre parcel at the corner of Fish Hatchery Road and Traceway Drive.

Surrounding Context

The project site is surrounded by existing businesses, a public golf course, an elementary school, several parks and recreation areas, and a mix of residential apartments and homes.

Existing Topography & Wetlands

The project site has a change in elevation of about 25 feet from the southern site boundary abutting the golf course to the northern site boundary of Traceway Drive. A majority of this site has an elevation change of only about 14 feet until it drops off to it's full depth at the southeastern corner. There are no wetlands within the boundary of the parcel.

Existing Vegetation

The project site currently has trees scattered along the edges of the parcel with the highest density abutting the Nine Springs Golf Course and is otherwise a vacant lot with an open grass area.



RATIONALE FOR A PLANNED DEVELOPMENT DISTRICT

We believe there is a need to take advantage of the option for Planned Development District Zoning for the Fitchburg Senior Apartments in order to accomplish the goals of providing a quality infill development and maintain the more urban feel desired.

To accomplish these goals, we reference the City's Ordinance with the following reasons:

- Section 22-144 – Permitted Uses (3): Only permits up to 8 units per building. While we realize dwelling structures having greater than eight dwelling units are allowed as a Conditional Use (per 22-145 (6)), we desire the long-term stability afforded under a permanent zoning classification.
- Section 22-146 – Dimensional Standards (2) b: Requires a minimum of 2,000 square feet of lot area per each Efficiency unit, 2,200 square feet of lot area per each 1 bedroom unit, 2,400 square feet per each 2 bedroom unit, and 2,700 square feet per each 3 bedroom unit, with the provision that each structured parking space reduces the minimum lot area by 500 square feet. With our proposed unit mix and total unit count of 160 units, this standard would require a parcel of 312,300 square feet or 7.17 acres, over double our parcel size of 2.956 acres.
- Section 22-146 – Dimensional Standards (2) c: Restricts lot size to a maximum of 90,000 square feet. We are utilizing one developable lot for this project with an area of 128,793 square feet, or 2.956 acres.
- Section 22-146 – Dimensional Standards (4): Sets the minimum front setback at 30 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we propose a minimum setback of 10 feet.

- Section 22-146 – Dimensional Standards (6): Sets the minimum street side setback at 25 feet. In order to keep with our desire to provide a more urban feel to multi-family residential developments, we propose a minimum setback of 5 feet.
- Section 22-146 – Dimensional Standards (8): Restricts the maximum building height to 45 feet or 3 stories, whichever is less. We are planning 4-stories of residential on top of an underground parking structure. While we realize dwelling structures having greater than 3 stories is allowed as a Conditional Use (per 22-146 (8)), we desire the long-term stability afforded under a permanent zoning classification.

ECONOMIC & SOCIAL IMPACTS

We believe that this project will have positive economic & social impacts on the area.

Property Values and Tax Revenue

This project represents a total investment of over \$30,000,000. It is estimated that this project would have a total assessed value of approximately \$12,550,000. At this value, using the City’s 2017 property tax rate the following estimated tax receipts to the community could be realized annually:

Dane County:	\$39,730.00
City of Fitchburg:	\$107,300.00
Madison Metropolitan School District:	\$121,630.00
Madison Area Tech. College:	\$11,890.00
Total Projected Annual Property Tax:	\$280,550.00

In addition to the value of this specific project, the surrounding properties could realize an increase in values because of this project - thus creating additional tax revenues.

Impact Fees

This project should generate the following estimated Impact Fees to the City (2018 fees listed):

Park Improvement Fee:	160 units x \$160 =	\$25,600.00
Fire Protection Fee:	(81) 1BR x \$311 =	\$25,191.00
	(79) 2BR x \$466 =	\$36,814.00
Water Impact Fee:	160 units x \$800 =	\$128,000.00
Total Projected Impact Fees:		\$215,605.00

Any fee in lieu of Street Frontage for Parks per Ordinance 24-15(e) and 22-647(3), or Parkland Dedication per ordinances 24-2(d)(2)(a) and 24-2(d)(2)(e) shall be established by the time of the Final Plat.

Social Impacts

Although social impacts cannot be predicted or quantified, we believe that this project will also have a positive social impact on the area.

- The addition of this quality residential community should improve the perceived image of the immediate area.
- The addition of this quality residential community will help to keep existing residents in Fitchburg and bring new residents into Fitchburg.
- The addition of this quality residential community could serve as a catalyst for other uses - such as retail & commercial - to locate in the immediate area.
- The addition of this quality residential community could serve as an example for future development - creating higher standards in design & living amenities.

Affordability

This project will feature Federal and State low income housing tax credit units with an average unit income restriction of 60% County Median Income. The unit mix offers residents the choice between 1 or 2 bedroom units featuring modern amenities such as an open floor plan, in unit washer and dryer, walk-in closets, and outdoor patio/balcony areas.

SITE DESIGN & GENERAL INFORMATION

The Masterplan of Fitchburg Senior Apartments has been thoughtfully designed to address numerous site challenges including the existing topography and project identity.

Masterplan Design Highlights:

- The building is located & orientated to address the street edge and to help define the public realm.
- Surface parking is kept to the interior of the site to reduce its visual impact from the public streets.
- Pedestrian pathways not only connect the site internally, but also connect the project site with adjacent parcels.
- The site design features open green space that can be utilized as a passive activity area for the residents.

Off Street Parking:

The City's typical parking requirements require 2.0 parking stalls per residential dwelling unit. Based on our experience with senior housing developments, and considering the unit mix, we find that this requirement would be excessive. Therefore, we are proposing a minimum of 1.15 parking stalls per dwelling unit. We believe that providing this level of parking will be appropriate for this project, will allow the site to have less impervious paving, and will minimize the visual impact of surface parking lots on the site and the surrounding areas.

Off-Street Bicycle Parking:

In addition to off-street vehicular parking, we are proposing a minimum of 0.25 bicycle parking stalls per dwelling unit. Exterior stalls are located with proximity to the entrances of the building. For long-term storage, bike racks are proposed within the Lower Level parking area.

Fitchburg Senior Apartments – Pre-Application Project Information

FITCHBURG SENIOR APARTMENTS ZONING REQUIREMENT VALUES – AS OF MAY 22, 2018 (SUBJECT TO CHANGE)						
ZONING REQUIREMENT	CURRENT DESIGN VALUE		CALCULATIONS			
SITE DENSITY	54.13	Units/Acre	160	Units /	2.956 AC. =	54.13
BUILDING COVERAGE	31.5%	of Parcel	40,623	S.F. /	128,793 S.F. =	31.5%
LANDSCAPE AREA	35.8%	of Parcel	46,056	S.F. /	128,793 S.F. =	35.8%
IMPERVIOUS SURFACE	64.2%	of Parcel	82,737	S.F. /	128,793 S.F. =	64.2%
FLOOR AREA RATIO	124.5%	of Parcel	160,308	S.F. /	128,793 S.F. =	124.5%



ENVIRONMENTAL BENEFITS OF PLANNED DEVELOPMENT ZONING

The Environmental Benefits of using Planned Development District Zoning for this project come from the greater flexibility in both density & zoning standards that is allowed under PDD Zoning than would be allowed under the City's High Density Residential Zoning.

Reduction of Sprawl

Because of PDD Zoning, more units can be developed on this site. Therefore, this development can help meet the increasing need for residential units on less land area than would otherwise be required under the City's High Density Residential Zoning.

Less Impervious Surface Area


Because of PDD Zoning, there is greater flexibility in the amount of vehicular parking that must be provided on site. In our Development Team's experience, the parking requirements of the City's High Density Residential Zoning District are excessive for this project - and would result in more impervious surface area across the site than what our plan proposes. Utilizing PDD Zoning for this project will decrease run-off and allow additional landscaped areas.

Enhanced Public Realm

With PDD Zoning, the site can be designed to enhance the character and visual aesthetics of the public realm. Under PDD Zoning, the building setbacks can be reduced to allow the buildings to be located & orientated to address the street edge and to help define the public realm. This also provides additional land area behind the buildings - so surface parking can be kept to the interior of the site and reduce its visual impact on the public streets.

APPENDIX 'A'
PRE-APPLICATION PROJECT INFORMATION
CONCEPTUAL MASTERPLAN



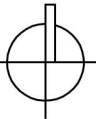
CONCEPT DATA										
FLOOR	BUILDING USE	AREA (G.S.F.)	RESIDENTIAL UNITS							
			1 BR	2BR	TOTAL	BEDS	COVERED	SURFACE	TOTAL	RATIO
4	APARTMENTS / CIRCULATION	40,077	20	21	41	62				
3	APARTMENTS / CIRCULATION	40,077	20	21	41	62				
2	APARTMENTS / CIRCULATION	40,077	20	21	41	62				
1	APARTMENTS / CIRCULATION	36,149	21	16	37	53				
	COMMONS / FITNESS	2,976								
	LEASING / OFFICE	952								
T	TOTAL	160,308	81	79	160	239				
LL	PARKING LEVEL	40,254					111	74	185	1.16
										
LOT AREA		128,793								
BUILDING FOOTPRINT		40,623								
TOTAL IMPERVIOUS AREA		82,737								
PERVIOUS AREA		46,056								



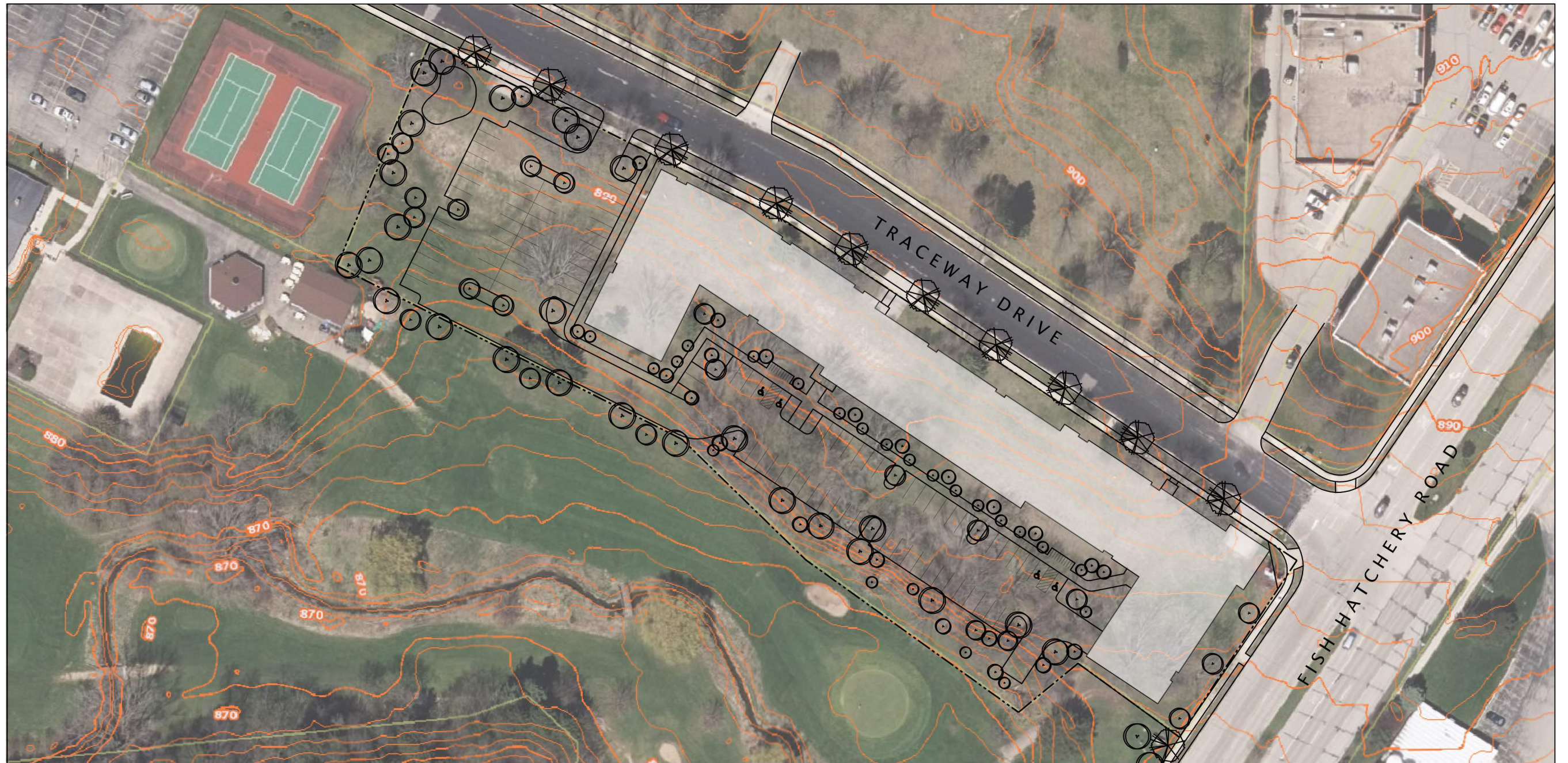
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FITCHBURG SENIOR APARTMENTS
CONCEPTUAL MASTERPLAN

MAY 22, 2018
1"=80' @ 11x17



APPENDIX 'B'
PRE-APPLICATION PROJECT INFORMATION
GRADING PLAN WITH SITE OVERLAY

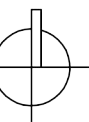


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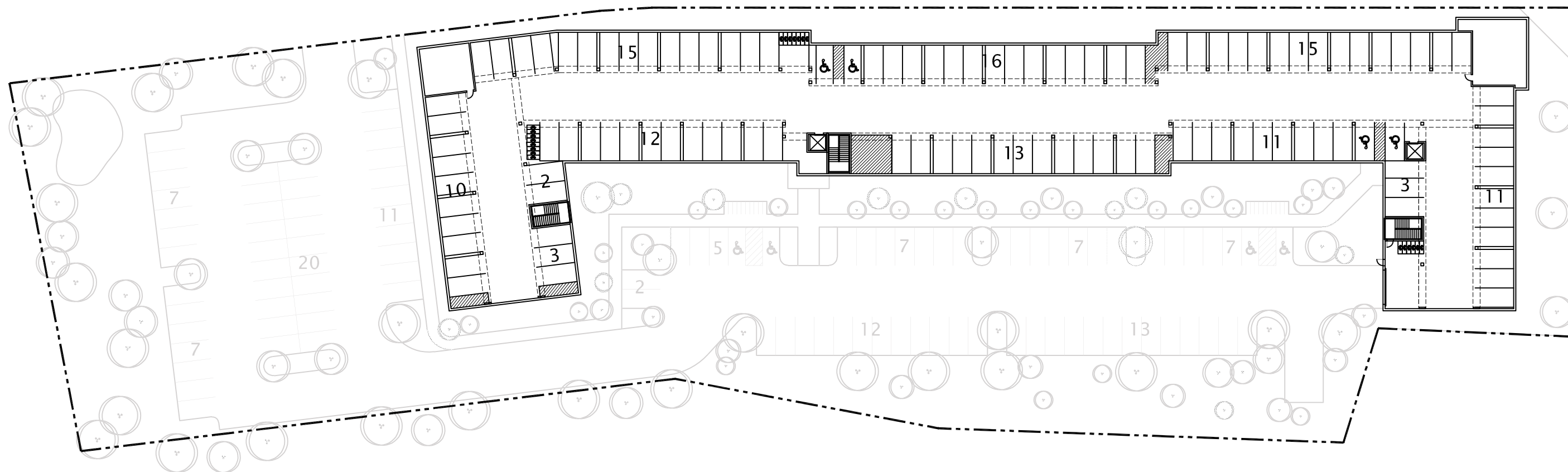
FITCHBURG SENIOR APARTMENTS

DANE COUNTY CONTOURS W/ SITE OVERLAY

MAY 22, 2018
1"=80' @ 11x17



APPENDIX 'C'
PRE-APPLICATION PROJECT INFORMATION
CONCEPTUAL FLOOR PLANS AND PERSPECTIVES



74 SURFACE PARKING STALLS
 111 COVERED PARKING STALLS
 185 TOTAL PARKING STALLS

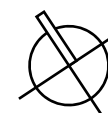


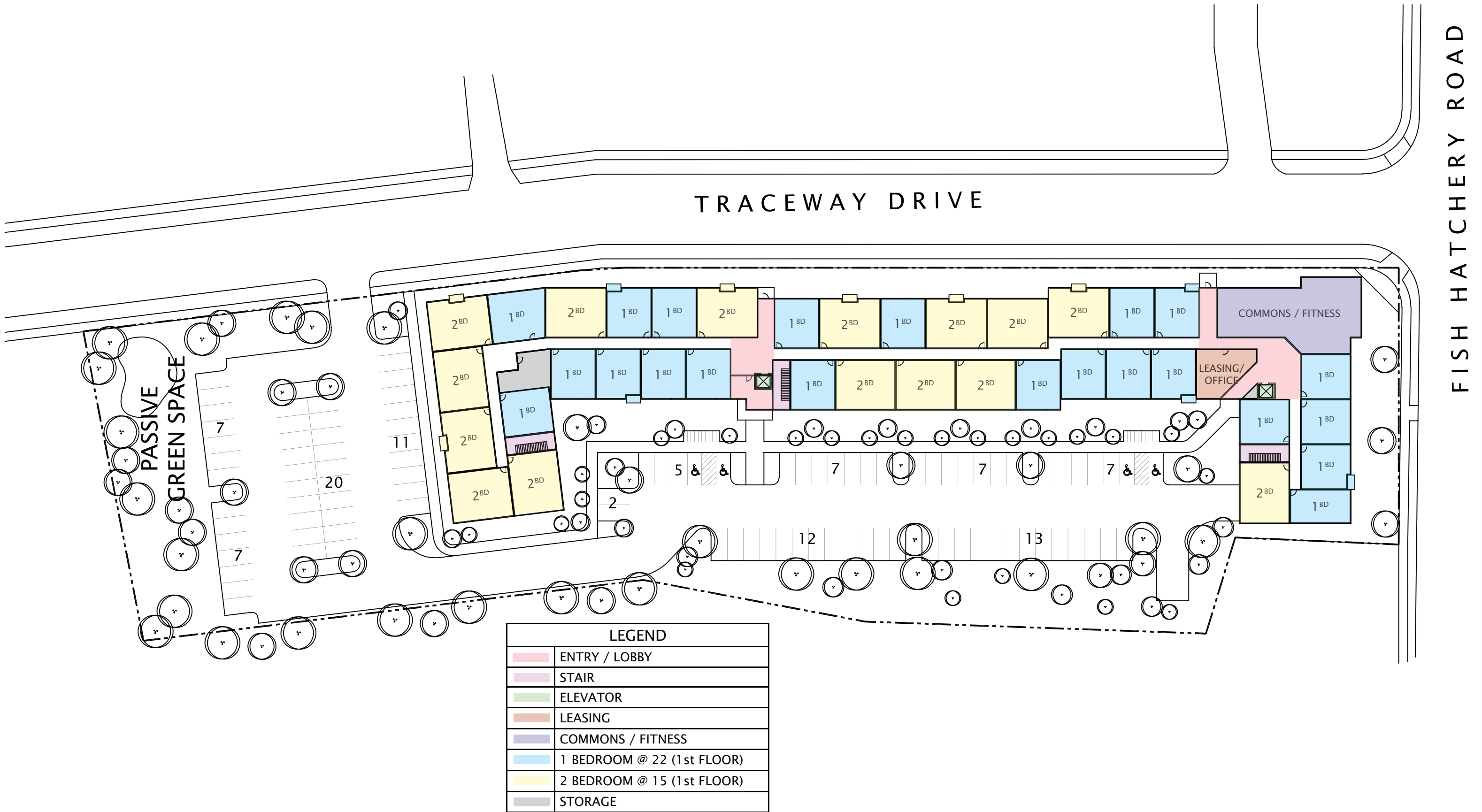
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FITCHBURG SENIOR APARTMENTS

CONCEPTUAL BUILDING PLAN - LOWER LEVEL / PARKING

MAY 22, 2018
 1" = 50' @ 11x17





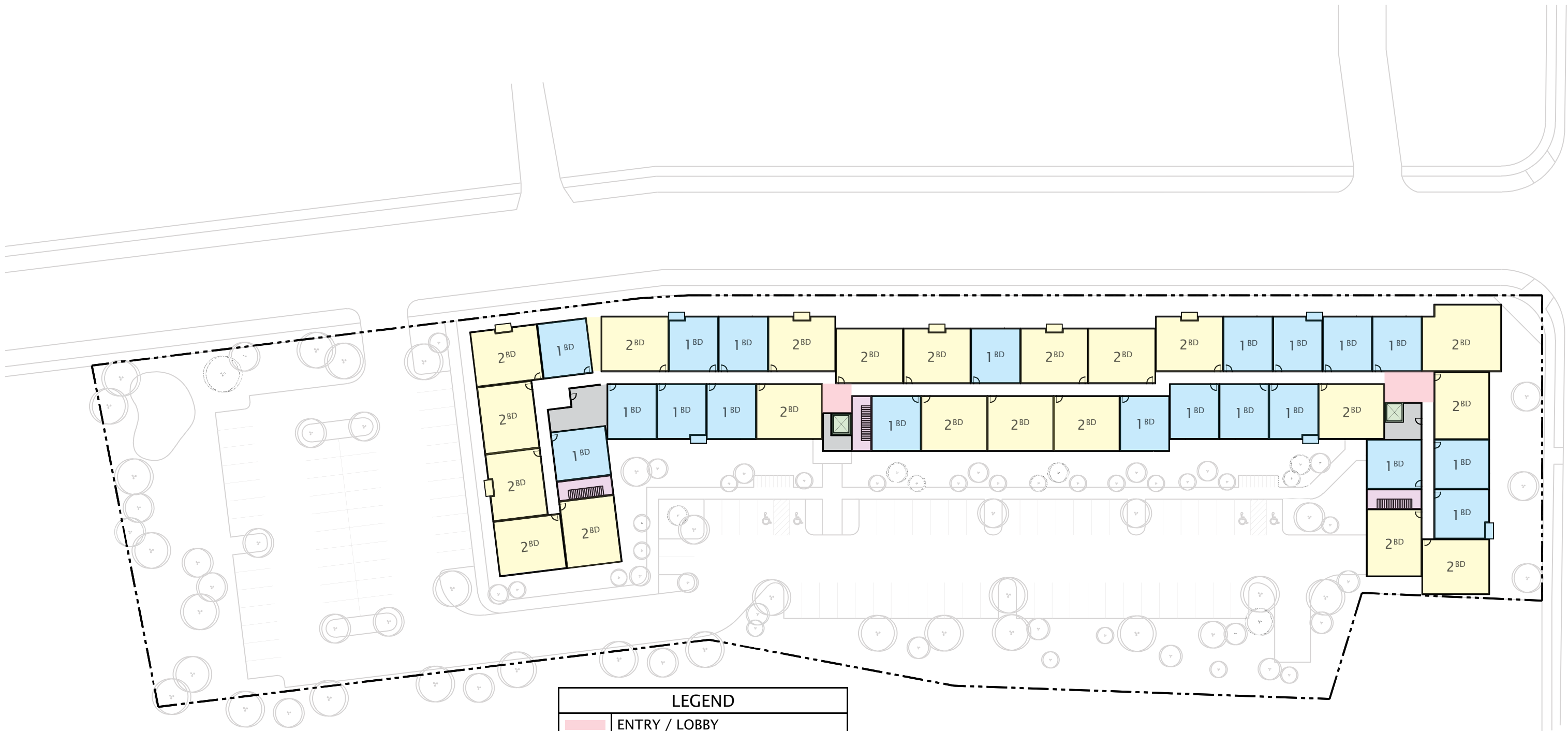
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FITCHBURG SENIOR APARTMENTS

CONCEPTUAL BUILDING PLAN - 1st FLOOR

MAY 22, 2018
1" = 50' @ 11x17





LEGEND	
	ENTRY / LOBBY
	STAIR
	ELEVATOR
	LEASING
	COMMONS / FITNESS
	1 BEDROOM @ 20 per FLOOR
	2 BEDROOM @ 21 per FLOOR
	STORAGE



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FITCHBURG SENIOR APARTMENTS

CONCEPTUAL BUILDING PLAN - 2nd/3rd/4th FLOOR

MAY 22, 2018
1" = 50' @ 11x17





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FITCHBURG SENIOR APARTMENTS

CONCEPTUAL PERSPECTIVE

MAY 22, 2018
NTS



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FITCHBURG SENIOR APARTMENTS

CONCEPTUAL PERSPECTIVE

MAY 22, 2018
NTS